

WHAT IS CLAIMED IS:

1. A method of sending data stored in a database from a sender to a recipient, which are mobile phone users, in relationship with a manager defining a managing software application, said database and said manager being in connection with a website, comprising:

entering into a connection between the sender and the manager, wherein the sender enters into said connection with the manager and provides sender identification to the manager;

transferring an identifier to the manager, wherein the sender transfers said identifier comprising at least a recipient's mobile phone number; and

associating an e-mail address or a URL address with said identifier by the manager.

2. The method of Claim 1, wherein said identifier comprises furthermore a code related to a selection in the database of the data to be transmitted, said manager associating said data to be transmitted to said e-mail address or said URL address.

3. The method of Claim 1, wherein said manager associates the recipient's e-mail address with said identifier, wherein the manager sends an e-mail to said recipient, said data being attached to said e-mail, in case the recipient's e-mail address is known to the manager and is listed in a central database.

4. The method of Claim 1, wherein said manager associates a URL address with said identifier, wherein the manager sends an SMS message comprising said URL address to the recipient's mobile phone, said URL address offering access to a web page comprising said data, said URL address being parameterized with the recipient's mobile phone number, and wherein the manager sends the SMS message in case the recipient's e-mail address is not known to the manager.

5. The method of Claim 4, wherein said URL is securitized by a login password which is communicated to the recipient by way of said SMS message.

6. The method of Claim 1, wherein the sender uses a WAP mobile phone.

7. A method of retrieving data being stored in a database, and belonging to an owner, by a recipient who is a mobile phone user, in relationship with a manager

defining a managing software application, said database and said manager being in connection with a web site, towards a recipient, comprising:

entering into a connection between the recipient and the manager, wherein the recipient enters into the connection with the manager by sending an identifier to said manager, and wherein said identifier allows said manager to identify said owner; and

identifying the recipient by the manager through the recipient's mobile phone number, wherein said manager associates an e-mail address or a URL address with the recipient's mobile phone number.

8. The method of Claim 7, wherein said recipient adds a code to said identifier, said code being related to the selection of the data to be transmitted, said manager associating said data to be transmitted to said e-mail address or said URL address.

9. The method of Claim 7, wherein said manager, after identifying said recipient, immediately sends a message comprising a summary of the data of the owner to said recipient's mobile phone.

10. The method of Claim 9, wherein said message is an SMS message.

11. The method of Claim 9, wherein said message is a vocal message.

12. The method of Claim 7, wherein said manager associates the recipient's e-mail address with said mobile phone number, wherein the manager sends an e-mail to said recipient, said data being attached to said e-mail, in case the recipient's e-mail address is known to said manager and listed in a central database.

13. The method of Claim 7, wherein said manager associates a URL address with said mobile phone number, wherein the manager sends an SMS message comprising said URL address to the recipient's mobile phone, said URL address offering access to a web page comprising said data, said URL address being parameterized with the recipient's mobile phone number, and wherein the manager sends the SMS message in case the recipient's e-mail address is not known to said manager.

14. The method of Claim 13, wherein said URL is securitized by a login password which is communicated to the recipient by way of said SMS message, comprising said URL.

15. The method of Claim 7, wherein said recipient uses a WAP mobile phone.

16. The method of Claim 15, wherein said recipient gains direct access to a WAP site owned by said data owner.